



STAFF REPORT

TOWN COUNCIL MEETING OF JULY 14, 2015

To: Town Council

From: Town Manager

Subject: 2015 Strategic Plan Goal Update

Date: June 29, 2015

RECOMMENDATION:

Receive and File

ISSUE/DISCUSSION:

At the June 9, 2015 Town Council, Mayor Pro Tem Brian Baker requested that staff include an update on the implementation progress on the 2015 Strategic Plan Goals. Attached is an update on implementation to date.

CEQA:

There are no CEQA issues involved.

FINANCIAL IMPLICATIONS:

Financial implications will be identified as the tasks are implemented and further refined.

Attachment: Strategic Plan Goals Update

Strategic Direction	Quarter 1	Quarter 2	Quarter 3	Quarter 4
1. Plan Realistically For Our Future	Review General Plan And Zoning	Focus And Plan So That Success Of Future Projects Work For Future Generations		Finalize And Begin To Implement A Downtown Master Plan That Is Workable
STATUS:	Amanda Rose (Contract Planner) + Town Manager have completed	Incorporating in review and design of current projects such as the Village.		Two Downtown Master Plan Workshops completed; ATP Funding applied for; revisions per workshops underway.
2. Build An Involved Community	Open Lines Of Communication To Increase Interaction With Schools, Service Groups, Community Groups, Churches, Chamber		New Website -Link Social Media -Link With Chamber -Better Town Calendar -Pictures Of Events	
STATUS:	Increased frequency of meetings with schools School Liaison Black and the school districts; Developing Student/Town Council school representative from Del Oro who would report Del Oro activities to Town Council monthly and conversely report Town Council Activities to Del Oro students monthly through newsletter. Town Manager has been meeting with service groups at their request to discuss current State of the Town; Councilman Black and Town Manager meet frequently with Chamber President and CEO and as well as Chamber Economic Development Committee.		Web Site designer presentations to July Town Council meeting for selection of contractor. Current Web Site updated to link with Chamber calendar.	

**3. Brand Loomis As A
Historical Destination
& Small Town
Experience**

Signage On Borders To
Direct Business/
People To Town;
Involve Historic
Society And Chamber
With Town To Brand

Working with
Chamber to develop
sign for the corner of
Taylor and Sierra
College Boulevard to
direct people to
downtown; Will be
presenting Branding
plan to Town Council
in August as
developed by the
Chamber and Town
staff.

Freeway Bridge Sign
-Create A New Logo

Staff to bring to the
July Town Council
meeting the
awarding of the
contract to fabricate
and install metal
artwork for the
bridge. Caltrans
processing
encroachment
permit for Bridge
metal artwork.

Town To Partner With
Downtown Business
To: Paint, Awnings,
Signage; Historical
Signage

Town staff and
Chamber are
developing a cost
match program for
presentation to Town
Council on various
improvements
including ADA
compliance and
signage to coincide
with branding.